

**FIRST 5**  
**Santa Clara County**  
Program Development and Communications Committee  
Thursday, December 19, 2002 at 12:00 p.m.  
1150 S. Bascom Avenue, Suite 12, San Jose, California

**SUMMARY NOTES**

Members present:  
Caroline Punches  
Cora Tomalinas

Members Absent:  
Eleanor Villarreal

1. Call to Order/Roll Call  
Commissioner Punches calls meeting to order.
2. Public Comment  
There are no public comments.
3. Approve Summary Notes – October 16, 2002
  - Commissioner Tomalinas request language clarity on agenda item 4, the seventh bullet point. Commissioner Punches suggests agenda item 5, third bullet point, should state that unspecified items have dollar amounts.
  - The Committee approves the summary notes with corrections.
4. Discuss Arts Enrichment Strategic Plan
  - Jolene Smith provides the Committee with an overview of the Arts Enrichment Strategic Plan submitted by AMH Consultants, Inc. She recommends that the Committee approve the plan and forward it to the Personnel and Finance Committee in January.
  - Ernest Guzman, AMH Consultant, gives a brief power point presentation of the Arts Enrichment Plan. He states the consultants and “Brain Trust” (steering team) conducted multiple meetings, held several community forums in Regional Partnership regions, and had one- on- one interviews with variety of organizations.
  - The Committee recommends the Arts Enrichment Strategic Plan be brought back to the Program Development and Communications Committee next month with the following recommendations incorporated into the plan:
    - 1) **Page 6, elaborate more on systemic change, explain how many people are being reached and how changes are occurring**
    - 2) **Page 36, add the gap analysis expansion**

- 3) **Page 36, line item 2, “arts” should be in front and throughout the rest of the document; list the target group the \$4000 to be expended for; add to research who already has instruments**
- 4) **Page 37, add in objective: all members throughout FIRST 5 funded initiatives and media strategic plan**
- 5) **Page 39, change dollar amount of Children’s Health Initiative to \$3million**
- 6) **Page 42, add to last sentence of the paragraph: “we believe the Arts Enrichment Initiative is a necessary addition, *but a vital component* to existing FIRST 5 Initiatives, addressing the social, emotional and cognitive development of healthy children in Santa Clara County.”**
- 7) **Have SWOT analysis lined up side by side, and list “weakness” and “threats” side by side**
- 8) **Have the term “Braintrust” be changed to “Steering Committee”**
- 9) **Edit, proof read, rewrite with simplified words, use bullets and graphs, fix grammatical errors**

5. Discuss Unsolicited Requests

- a) Hughes Day Care: Jolene Smith presents to the Committee the Unsolicited Request for funding from Hughes Day Care. They are requesting \$15,000.
  - Beverly Hughes introduces herself and gave the Committee an addendum to her unsolicited request. She states that she would like to add a room for special needs children, fix the leaking roof, purchase a new refrigerator, and provide free daycare for those children who’s parents cannot afford childcare.
  - Jolene Smith states that the State of California will soon pass the SP1703 bill in which childcare providers can be trained on Inclusion (special needs).
  - Commissioner Panches recommends that FIRST 5 staff connect Beverly Hughes to special needs training and refer her to the proper organizations in which she could benefit.
  - **The Committee approves \$2500 for the purchase of the large commercial refrigerator, plus \$1500 for repairs of the leaking roof, totaling \$4000.**
  - Jolene indicated to Beverly Hughes that David Grady, Quality Assurance Manager, would contact her with further details of this funding. Cathy Andrade will connect Ms. Hughes with the Institute for Professional Development regarding Special Needs Training.

- b) Courtland Esteem: Brenda Ray from Courtland Esteem introduces herself to the Committee. She states that their Unsolicited Request dollar is to fund a pilot program providing speech and language for fifteen children, three to five years of age that have difficulty reading and do not meet eligibility requirements for special education.
- Cathy Andrade, Regional Partnership manager, shares with the Committee that Hope Home Start service is available to send speech therapist out to train childcare providers.
  - **Jolene Smith recommends that Cathy Andrade help Brenda Ray with referrals to Via Rehabilitation Services, Center for Learning and Achievement, linking her to the appropriate entity, and be mindful of the Arts Enrichment Strategic Plan.**
  - **The Committee denies the Unsolicited Request submitted by Courtland Esteem. A letter of denial will be sent out shortly.**

6. Update Report of the *Kit for New Parents*

- Julie Grisham shares with the Committee that all thirteen hospitals are on board with training component, guidelines, and abilities to order *Kits*. She states that Good Samaritan will be ordering 300 kits a month to give out to new parents.
- Jolene Smith states that the Local Resource brochure will be given to Commissioners at their January Commission Retreat. She also states that the State Commission is looking at finding a new vendor to distribute the *Kits*.
- **Staff referrals: Barbara Bernard will contact Hope on the potential contract to assembling 20,000 Kits; staff to get cost of Infant Development in *Kits*; and to get template from Cornerstone to add in *Kits*.**

7. Monthly Reporting of Outreach Efforts

- Cathy Andrade updates the Committee on outreach efforts conducted by staff for October and November.
- Jolene Smith adds that FIRST 5 staff has been conducting outreach to families interested in determining eligibility for the Head Start Program which are part of the School Readiness Initiative.
- Jolene Smith states the submission of Phase 4 draft plan of the Regional Partnership is due at the end of January. Regional Partnerships will submit draft plans to the Program Development and Communications Committee in February.
- Commissioner Tomalinas suggest that we include the community event's calendar in the *Kits*.

- Commissioner Panches commends staff for their dedication to the community. She is very impressed with the work that staff has provided to the Committee.

8. Update of Arts Enrichment Community Art Days

- Lisa Ramirez shares with the Committee the outcome of the “Gran Posada”, an event that took place on December 7 and 8 at the Mexican Heritage Plaza. She states that there were approximately 1800 people in attendance, 18 organizations on sight, and over 30 FIRST 5 staff volunteering for the two-day event. She states the Jose Luis Orozco’s performances, “Culture Camp”, included children experiencing hands-on music activities. A reading circle was held in the gallery, FIRST 5’s resource table set up for the community, and Santa Claus was also there for children visit.
- Jolene Smith states that this event gave FIRST 5 staff an opportunity for hands-on service and fun with children from our community.

9. Calendar of Events

- a) Update on Training: Barbara Bernard provides the Committee the summary of the recent trainings, presentations, and orientations that took place for the months of October, November, and December. As requested by the Committee, the summary listing indicates the number of participants at each event.

Jolene Smith shares with the Committee that FIRST 5 has a consultant that will provide training on Medical Administrative Billing. This training will take place March 1, 2003 in three phases of development: staff, managers, and contracted providers. The consultant is paid for through the State FIRST 5 Technical Assistance Center.

- b) Media Update: Stephan Pippen shares with the Committee the summation of the media coverage in regards to the Healthy Kids Program. He provides the actual clippings of media releases in several languages including Spanish, Vietnamese, Chinese, and Korean.
- c) Core Message Development: Stephan Pippen provided a brief update to the Committee regarding the development of “core messages” for FIRST 5 Santa Clara County’s programs and initiatives. He states that he has conducted interviews with eight Commissioners to gain an understanding of what they want to say about FIRST 5 Santa Clara County. He states that he is scheduled to meet with Commissioner Alvarado in January.

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10. Announcements

- Commissioner Tomalinas requests that the correct dollar amount for the Children's Health Initiative of \$3million is reflected on all documents.
- Jolene Smith shares with the Committee Rob Reiner's upcoming visit to the McKinley School on January 23, 2003. She states that legislatures, elected officials, community based organizations, will be invited to the event. Staff will give more detailed information to the Committee as they become available.

11. Adjournment

The Committee adjourns to the next regular meeting on Thursday, January 16, 2002 from 12:00 to 1:30 p.m.